

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re)		
)		
U.S. Patent Application of Dan Kikinis)	Examiner:	Schnurr, John R.
)		
Application No. 10/085,886)	Art Unit:	2623
)		
Filed: February 27, 2002)	Confirmation No.:	7769
)		
For: METHOD AND SYSTEM FOR)		
ADVERTISING BASED ON THE)		
CONTENT OF SELECTED)		
CHANNELS OR BROADCASTED)		
PROGRAMS)		

Attorney Docket Number: 007287.00017

RESPONSE TO OFFICE ACTION

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir,

This paper is responsive to the Office Action dated April 30, 2008. The Examiner has set a three-month period for response, with a maximum statutory period for reply of six months, thus making this response due on or before July 30, 2008.

Amendments to the specification begin on page 2 of this paper.

Amendments to the claims begin on page 3 of this paper.

Remarks begin on page 6 of this paper.